6f We

ARCHITECTURAL LETTERS



TABLETS NAME PLATES

BRONZE AND ALUMINUM

WELLMAN PRODUCTS CO.





Photo Courtesy Libby-Owens-Ford Glass Co.

"WELLMAN STANDARD PROPORTIONED"

In all Wellman styles, standard letters in all the different sizes are all proportioned alike. For example: if the stroke of the 6-inch letter is $\frac{1}{4}$ -inch, the stroke of the 12-inch letter will be $\frac{1}{2}$ -inch. Likewise, the width of the 12-inch letter will be twice that of the 6-inch letter.

This makes it possible to photographically, (or by pantograph, etc.), increase the standard drawing of a style to any SIZE, or to obtain dimensions of other sizes by applying the required scale.

TO FIGURE SPACE ...

To figure space required by letters, multiply the quantity of letters by the width of the average letter. Then add 10%, to provide the minimum space between letters. Finally add the width of a letter, at least, for space between words. This gives the approximate minimum space required.

To obtain the exact spacing required, use a Wellman "Scale Outline Drawing" as noted on page 8. This will give you accurate dimensions.

If desired, templates for installing letters can be furnished at a nominal charge.

WELLMAN QUALITY . . .

Because Wellman casts all letters in its own foundry, using only the finest available aluminum and bronze metals and maintains the highest standards for Wellman pattern making and letter finishing, the quality of these letters is unsurpassed.

ARCHITECTURAL

10 STANDARD STYLES

FUTURA

ABC

		D	IME	NSIC	ONS	HES						
HEIGHT	2	3	4	5	6	8	10	12	15	18	20	24
WIDTH Average	15/8	21/16	31/4	41/8	4 1/8	61/2	81/4	93/4	12	143/4	161/2	191/2
STROKE	7/16	5/8	13/16	11/16	11/4	15/8	21/8	21/2	31/8	33/4	41/4	5
THICK Face-to-back	1/2	5/8	3/4	7/8	1	11/4	11/2	13/4	21/4	21/2	3	3

FUTURA MEDIUM

ABC

	D	IMENS	IONS					
HEIGHT	2	3	4	6	8	10	12	18
WIDTH Average	11/2	21/4	3	41/2	6	71/2	9	131/2
STROKE	1/4	3/8	1/2	3/4	1	11/4	11/2	21/4
THICK Face-to-back	1/4	3/8	1/2	3/4	-1	11/4	11/2	21/4

KABEL

ABC

		DI	MEN	SION	S IN	CHES					
HEIGHT	2	3	4	5	6	8	10	12	15	18	20
WIDTH Average	11/2	2	23/4	31/2	4	5	7	8	10	12	13
STROKE	5/16	1/16	5/8	3/4	7/8	11/8	11/2	13/4	23/8	25/8	3
THICK Face-to-back	1/4	1/4	1/4	1/2	1/2	5/8	11/16	3/4	7/8	1	11/8

CLEARFACE

ABC

	D	IMENS	IONS	IN IN	CHES				
HEIGHT	2	3	4	5	6	8	10	12	
WIDTH Avg.	2	3	4	5	6	8	10	12	
STROKE Max.	1/32	11/32	1/2.	%16	11/16	7/8	11/8	13/8	
STROKE Min.	7/64	11/64	1/32	%32	11/32	1/16	%16	11/16	
THICK Face-to-back	3/16	1/4	1/4	3/8	3/8	1/2	1/2	1/2	
	1	1	1		1		1		

PRISM



						N							
HEIGHT	2	3	4	5	6	8	10	12	141/2	151/2	18	20	24
WIDTH Avg.	2								141/2				24
STROKE Max.	%32	1/16	%16	3/4	1/8	11/8	13/8	111/16	21/16	23/16	21/2	23/4	3 1/8
STROKE Min.	5/32	1/4	5/16	3/8	1/2	5/8	3/4	15/16	11/8	11/4	13/8	11/2	11/8
THICK Face-to-back	1/4	3/8	3/8	1/2	3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4	3/4

5 FINISHES IN ALUMINUM Alcoa Alloy No. F-214†

1—PRIMED ALUMINUM "as-cast" letters, with burrs and flashings removed and sand-blasted, followed by 2 abrasive finishes for smoother face surfaces. Primed and ready for painting.

2—SPRAYED ENAMEL aluminum letters as above, with smooth finished faces; with best quality gloss enamel applied in choice of colors.

3—BAKED ENAMEL letters prepared as above, with scientifically baked enamel for long life; glossy finish in choice of colors.

4—STANDARD ALUMILITE* in aluminum letters with smooth sanded and buffed satin faces and silvery sand blasted matte edges. ALSO available in gold alumilited* letters, with a permanent rich gold color.

5—SPECIAL ALUMILITE* aluminum letters with smooth sanded and buffed satin faces and filed and ground edges. ALSO available, gold aluminited*.

LETTERS

CAST ALUMINUM OF BRONZE

HEAVY RIBBON



		DIMENSIONS IN INCHES								
HEIGHT	2	3	4	5	6	8	10	12	15	18
WIDTH Average	11/2	2	23/4	31/2	4	5	7	8	10	12
STROKE	5/32	7/32	5/16	3/8	7/16	5/8	3/4	7/8	11/8	15/16
THICK Face-to-back	3/4	1	11/8	13/8	11/2	1 1/8	21/8	21/2	3	3

LIGHT RIBBON



	D	IMENS						
HEIGHT	2	3	4	5	6	8	10	12
WIDTH Average	11/2	2	23/4	31/2	4	5	7	8
STROKE	3/32	1/8	3/16	7/32	1/4	5/16	1/16	1/2
THICK Face-to-back	1/2	3/4	3/4	3/4	3/4	7/8	1	11/8

GARAMOND



		D	IMEN	1510	NS							
HEIGHT	2	3	4	5	6	8	10	12	15	18	20	24
WIDTH Avg.	13/4	21/2	33/4	41/8	5	65/8	81/4	10	121/2	15	161/2	20
STROKE Max.			5/8	-			15/8		21/2	3	33/8	4
STROKE Min.	5/32	1/32	5/16	3/8	1/16	%6	3/4	7/8	11/8	15/16	11/2	13/4
THICK Face-to-back	1/4	3/8	3/8	1/2	5/8	3/4	3/4	1	11/8	11/2	11/2	13/4

CLEVELAND



		IMEN						
HEIGHT	2	3	4	5	6	8	10	12
WIDTH Average	11/2	2	23/4	33/8	4	43/4	51/4	6
STROKE	%32	1/16	%6	3/4	7/8	11/8	17/6	13/4
THICK Face-to-back	1/4	3/8	3/8	1/2	1/2	5/8	11/16	3/4

BROADWAY



		D	IME	NSIC	ONS							
HEIGHT	3	4	5	6	8	10	12	14	15	18	20	24
WIDTH Avg.	3	4	5	6	8	10	12	14	15	18	20	24
STROKE Max.	13/16	11/16	13/8	15/8	21/8	211/16	31/4	33/4	4	413/16	51/8	61/2
STROKE Min.	5/16	1/16	%6	5/8	7/8	11/16	11/4	11/2	15/8	1 15/16	23/16	21/2
THICK Face-to-back	5/8	5/8	3/4	3/4	7/8	11/8	11/4	13/8	2	2	21/4	21/2

LETTERS OF BEST FORMULA ARCHITECTURAL BRONZE

6—OXIDIZED BRONZE: Letter faces are ground smooth, edges are filed, ground and entire letter sand blasted for uniformity. Letters are oxidized and given a clear exterior lacquer coating.

7—OXIDIZED BRONZE, SATIN FACES finished like No. 6, except that faces are given a smooth satin finish, with special abrasives. Letter is clear lacquered.

8—SATIN BRONZE letter faces are ground and polished to a rich satin finish and edges are filed and ground, then entire letter is clear lacquered.

NOTE: Finishes No. 4 and 5 can be furnished with edges of letters enameled in a color and with notural aluminum finished faces.

†Architectural Metal Handbook of Ornamental Metal Mfgrs. recommends F-214 Aluminum for Alumilite Finish.

*Patented by the Aluminum Co. of America, this anodizing retards corrosion better than any other known method. OF COMMERCE Branch

PRISM LETTERS

UNIVERSAL JOINT SERVICE

BROADWAY LETTERS

2271

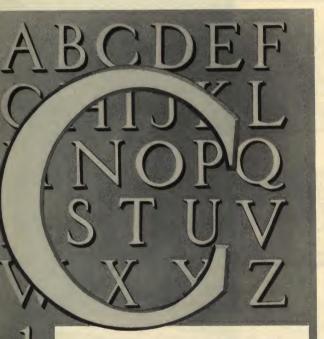
WILLIAM FEATHER

PRINTERS

GARAMOND LETTERS

WELLMAN LIGHT RIBBON LETTERS MOUNTED ON MARBLE WALL

TERMINAL BUILDING BUILT BY THE CITIZENS OF CLEVELAND AS AN OBLIGATION TO THE FUTURE



POLISHED "CLEARFACE" LETTERS OF BRONZE OR ALUMINUM

Popular for use on doors and walls, ideal for room numbers, for names, also used on boats, choice of 14 different sizes. In bronze, with polished faces and edges are oxidized. In cast aluminum with matte edges and satin finished faces, entire letter alumilited.

ARCHITECTURAL LETTER "SPECIFICATIONS"

SUGGESTED WORDING of SPECIFICATIONS for LETTERS

(Note: If Finishes No. 2 or No. 3 are specified, designate color.



SPECIAL LETTERS CAST ON MOUNTING BARS



HEBREW LETTERS

Of aluminum or bronze, in standard sizes $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $1\frac{1}{4}$ ", $\frac{4}{4}$ " and $\frac{10}{10}$; or special sizes to your specifications. Extensively used for individual letter mounting on wood, marble etc. or cast on bronze tablets.



Words or inscriptions cost as a single integral unit for simplified mounting. Bars can be cast on backs, bottoms or tops of Wellman Standard Style letters; or cast on special letters, according to your drawing. They're distinctive and modern in design.

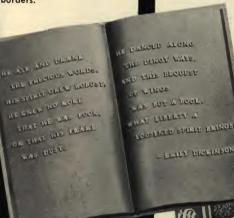
WELLMAN TABLETS NAME PLATES

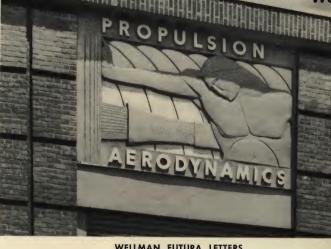
CAST BRONZE OR ALUMINUM

Extensive experience and complete facilities for designing, pattern making, casting and finishing (grinding, chasing, sandblasting, belt and disc sanding, buffing, oxidizing, enameling, lacquering and anodizing), including the manufacture of standard and special pattern letters for inscriptions and special emblems, trademarks, insignia and borders.

AT RIGHT: Circular and Open Book backgrounds from our stock; or made to your design.

BELOW: 11 popular Wellman Letter Styles for Tablets, Select Other Styles from our Pattern Letter Catalog, (free copy on request).





WELLMAN FUTURA LETTERS

Offered Co



TABLET LETTERS AND FIGURES

		W III In W
CLEAR FACE	ABCD	2345
WELLMAN TABLET	ABCD	2345
COND. TABLET	ABCD	2345
CLEVELAND	ABCD	2345
DEEP BLOCK	ABCD	2345
EXT. DEEP BLOCK	ABCD	2345
FLAT FACE NO.2	ABCD	2345
LIGHT HAIR LINE	ABCD	2345
OVAL FACE TABLET	ABCD	2345
lower case tablet	abcd	2345
NARROW LINE	ABCD	2 3 4 5

WELLMAN PRODUCTS CO. CLEVELAND 3, OHIO

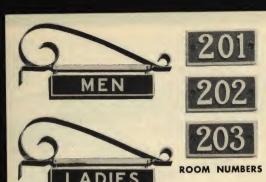
This Bronze Tablet, illustrating Letter Styles, is available to Dealers and Tablet Manufacturers.



THE WELLMAN PRODUCTS CO.

 MEMBER NATIONAL ASSOCIATION OF ARCHITECTURAL METAL MANUFACTURERS

• MEMBER CONSTRUCTION SPECIFICATIONS INSTITUTE



WELLMAN TABLETS

MODERN OR TRADITIONAL . . . ANY SIZE OR SHAPE

Wellman cast bronze or cast aluminum tablets are the result of long experience, since 1900, in the field of designing, patternmaking, casting, and finishing within our own plant. Recognized for decades of leadership in designing and manufacturing tablet and pattern letters, our stock of millions of these letters enables us to make tentative set-ups of actual tablet layouts. This is usually more satisfactory than drawings or sketches, in visualizing desired effects for the finished tablets. Also, we can submit rubbings or "proofs" to you, for approval, before casting a tablet.

ALL TYPES OF STANDARD AND SPECIAL BORDERS



CENTER

5101

5101

5105

5121

5121

5125 - WEST WING

MEDICAL

EAST WING -

R. N. CHISHOLM, M. D.

GORDON E. EHLERS, D.D.S.

JAMES R. PATTERSON, M.D.

JAMES A. HENDERSON, M.D.

JACK B. LOWREY, M.D. CHARLES G. GABELMAN, M.D.

MANAGED BY CARLILE - KOELBEL

D. F. MONTY, M.D.

CAMDEN CENTRAL SCHOOL NORTH BAY AREA 20175 OL 550CTUCX DANIEL E. COMINS Literature Calif. C. a.DE Harrista ERSONE BLOK CONSTRUCTION CO. 180

SCHOOL AND CHURCH TABLETS

Widely and appropriately used on these edifices, they can be designed in a large number of sizes, in different shapes and styles, using Wellman standard letters or specially designed letters.

NAME PLATES, ROOM NUMBERS

Office buildings, banks, hospitals, schools, other institutions and public buildings specify these Wellman plates extensively. Available in modern or conventional design, in any size. Standard number series from 1 to 9999. Directional arrows are available on plates.

ADD-A-NAME TABLETS

Tablets which are used in a wide variety of situations requiring changes of names, or adding of names; such as winners names on trophies, contributors' names to institutions, directories requiring shifting or replacement of names. The large master plate is furnished drilled and tapped, ready for the later addition of any specified number of small name plates. Small individual nameplates can then be ordered when required.

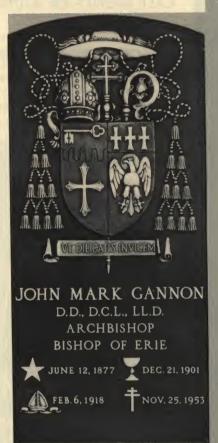
Available in a variety of sizes and designs, commensurate with the uses of such tablets; such as on civic buildings, in parks or cemeteries, on college campuses.

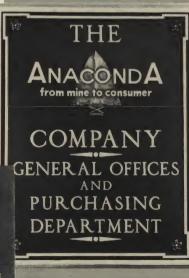
MEMORIAL TABLETS



NORMAN M MOCKLER

PFC CO C 34 ENGR COMBAT BN OCT 8 1952 JUNE 24 1929





SPECIAL U. S. ARMED FORCES GRAVE MARKER



SCULPTURED TABLETS

Wellman has a number of accomplished and nationally prominent sculptors available in Cleveland. Their work in bas-relief tablets has won widespread acclaim and their talent is always available for providing portraits and other fine bas-relief sculpturing.

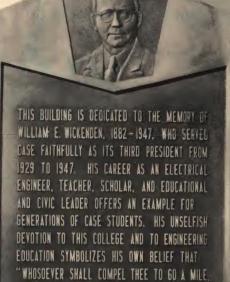
DONOR PLATES

Used extensively to stimulate donations to churches, hospitals, colleges and other organizations; for gifts of rooms, equipment or entire buildings. Such tablets perpetuate the donor's name and are often inscribed in memory of a donor's friend or relative.

COMMERCIAL NAMEPLATES

Since the making of the original pattern and other preliminary operations constitute a considerable part of the cost of a tablet, the production of multiple copies is often surprisingly economical. We specialize in making tablets, nameplates and emblems in quantities of from two to several thousands from the original design. In such cases a change of wording, such as the substitution of a different name on each plate, is often made.

STANDARD OR SPECIAL ROSETTES OR INVISIBLE FASTENERS AVAILABLE



GO WITH HIM TWAIN"

18 APRIL 1955

SCULPTURED BAS-RELIEF



DOUBLE-FACE TABLET-SIGN





BRIDGE



DEALER AWARD



UNITED STATES POST OFFICE

DWIGHT D. EISENHOWER
PRESIDENT OF THE UNITED STATES
ARTHUR E. SUMMERFIELD
POSTMASTER GENERAL
ORMONDE A. KIEB
ASSISTANT POSTMASTER GENERAL

1955

AUTHORIZED UNITED STATES POST OFFICE PLAQUE

MACHINE NAMEPLATE



MANAGEMENT BY

JOSEPH LARONGE, INC.

REAL ESTATE LEADERS OF CLEVELAND

SOHIO

MICAL COMITAIN

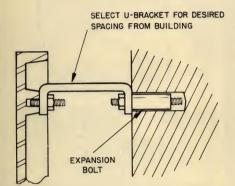
AD MCMLV

CHEMISTRY...THE GREAT LEVER OF MODERN SCIENTIFIC ADVANCE

LOUIS D. BEAUMONT MEMORIAL RESEARCH LABORATORIES

THE WELLMAN PRODUCTS CO.

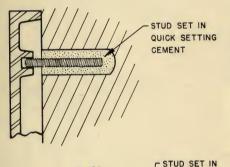
METHODS OF MOUNTING SIGN LETTERS



U-BRACKETS

Wellman can furnish all the necessary hardware for attaching metal letters. In this case, attach U-Bracket of desired length to back of the letter. Then place the other end of the U-Bracket over the stud or expansion bolt in the wall and tighten to expand the sheath in the wall.

THREADED STUDS



RUBBER WASHER

SPACER

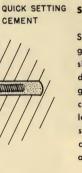
SLEEVE

LENGTH

OF DESIRED

Holes are drilled into masonry and filled with quick-setting cement. Then the studs, (which are screwed into backs of the letters) are pushed into the cement-filled holes. Letters may be flush with the masonry or projected slightly from the wall surface, (thus rain, snow, etc., can not "streak" the wall).

STUD WITH SPACER



Sketch shows letter mounted over glass, which covers masonry. As shown, holes of desired depth are drilled in masonry, before applying glass, and filled with quick-setting cement. The studs on reverse of letters, projecting thru spacer sleeves, are then pressed into the cement. A washer or mastic is used as a sealer.

BAR MOUNTED



B-Screw the bar on reverse side of letters, which have backs drilled and tapped to receive machine screws.

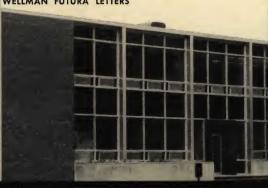


ON MASONRY OR BARS

Letters have from 2 to 5 drilled and tapped holes on the reverse sides, depending upon size of letters, to correspond with standard brick mortar lines; or these holes will be located before casting as specified by customer, without charge.

WELLMAN FUTURA LETTERS







"SCALE" OUTLINE DRAWINGS

AVAILABLE IN 1 × 1½ INCH HEIGHTS
TO ASSIST DRAFTSMEN AND
INSTALLERS IN THEIR LETTER LAYOUTS

Accurate scale outline drawings of the faces of all Wellman Architectural Letter styles have been reproduced and printed on convenient $8\frac{1}{2} \times 11''$ sheets.

Wellman letters are "Standard Proportioned"*, so you can trace wording from these sheets and "blow them up" or reduce them.

These scale drawings save time, and insure accuracy. They are yours for the asking, at no cost.
*See Page 2.

SPECIALLY DESIGNED LETTERS

... including emblems or trade marks of various sizes, shapes and finishes can be cast in aluminum or bronze, (see photo example, page 2). Send your sketch or blueprint.

ASK FOR THESE PUBLICATIONS



"Words by Wellman"—A House Organ containing brief articles of general interest . . . informal, entertaining and non-technical. No charge to architects or anyone connected with the building trades.

MILLIONS OF TABLET AND PATTERN LETTERS

AVAILABLE from stock in cast aluminum, bronze or white lead. The new catalog illustrates the numerous styles and sizes of letters available.



THE WELLMAN PRODUCTS CO.

Since 1900

EAST 49th ST. and SUPERIOR AVE. CLEVELAND 3, OHIO

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